



VISIT SANTA BARBARA

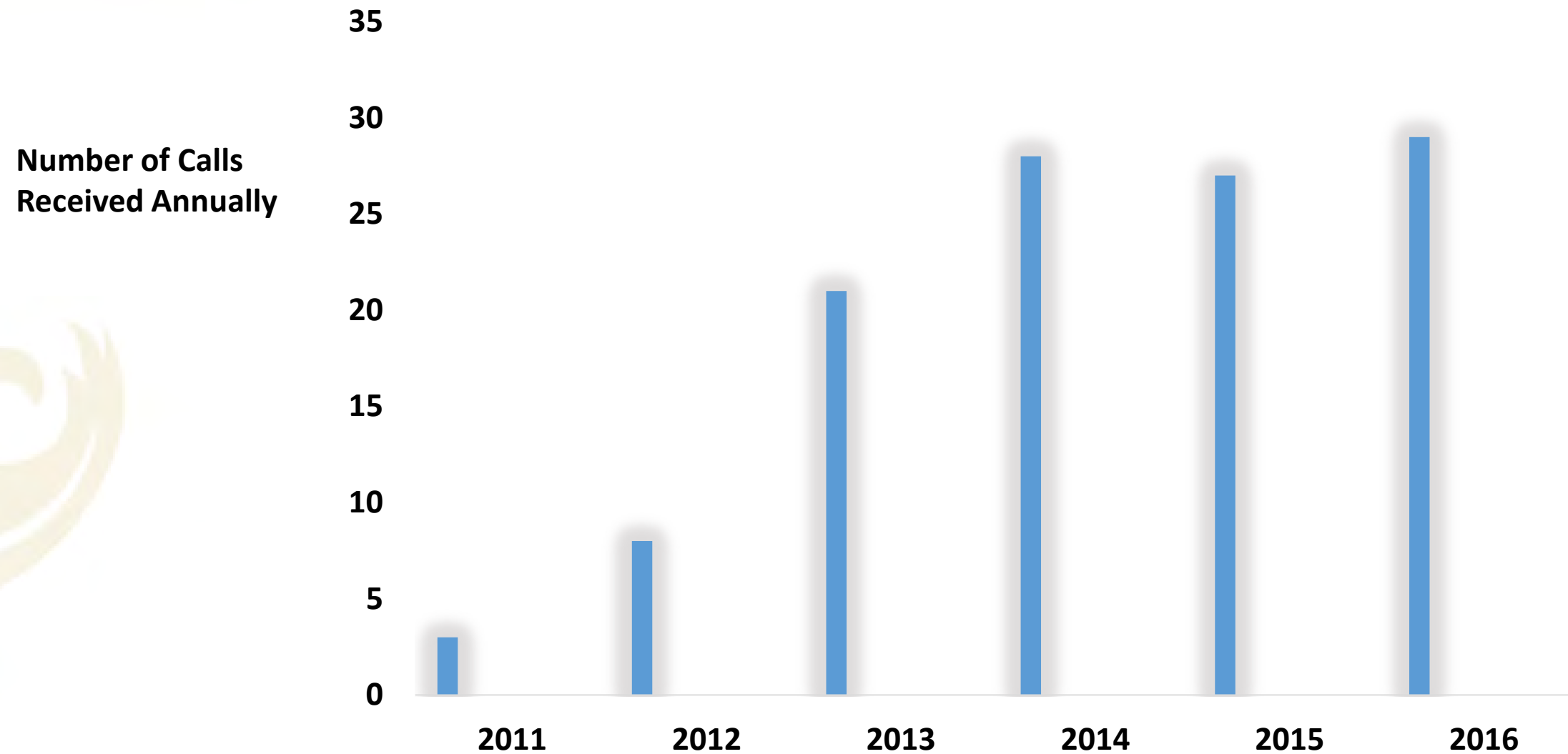
*2016 Cruise Ship Passenger Survey
& Economic Impact Study*



A Success from the Start

- The effort to develop cruise ship business in Santa Barbara took root at the height of the last recession, a time of real stress for our community.
- As is often the case in Santa Barbara we joined together to find a solution for our problem.
- An alliance of community leaders and organizations worked in tandem to provide the infrastructure and marketing necessary to develop the cruise ship business we profit from today.
- The coalition that worked so successfully to establish this new economic generator included elected officials, waterfront department, Downtown SB, the Chamber of Commerce as well as Visit Santa Barbara.

Historic Timeline



Strategy

- Bring cruise ships to the city.
- Serve passengers effectively at our port of call.
- Coordinate these cruise ships in a way that mitigates any possible disruption to our local lifestyle or the environment.
- Continue to successfully partner with Downtown Santa Barbara, the Waterfront, the Chamber, MTD and more.



Timing

- Cruise ship visits from September to December and January through June – off-season and mid-week.
- Each cruise ship request is carefully vetted.



Benefits

- Business boost in the off-season for tour operators, restaurants, wineries and local attractions.
- Exposure to Santa Barbara to encourage potential future visitation with overnight stays.
- Head fees collected go toward Waterfront improvements.



Quotes

My company has been working with Carnival and Holland America cruise ships for the past 3 years and we have seen consistent steady growth since our start with them. This past year we nearly doubled what we made from their guests in 2015, which amounted to roughly 20% of my total sales for 2016. The cruise ships have been an incredible boost to my company's revenue and profits.

– Tara Jones, Eat This, Shoot That!

The revenue that we receive from the cruise ships accounts for about 70% of our entire revenue for the year. We would, literally, be out of business if it weren't for that revenue stream coming in.

– Mary Beth Farrell, Wine Edventures

As one of the first tour operators involved with cruise ships, we have benefitted from the growth of the cruise ship arrivals. And we are now able to employ more drivers and staff year round.

– Teddi Drew, SB Trolley Company



CRUISE SHIP STUDY



Process

- Destination Analysts, a leading industry research firm, selected to administer and conduct study.
- Primary objective: to arm our industry with updated, critical information about Santa Barbara South Coast area cruise ship visitors, as well as other data to help us better sell Santa Barbara as a premier destination for leisure and group travel.




VISIT SANTA BARBARA

Cruise Passenger Economic Impact & Visitor Experience Research 2016

Prepared by Destination Analysts, Inc.

Research Objective

A background image showing two women walking outdoors, smiling and carrying shopping bags. The image is faded to serve as a background for the text.

The primary goal of this research undertaking was to measure the economic impact of cruise passenger visitors to Santa Barbara.

Methodology

- Short 14-question self-administered survey questionnaire
- Visitors were intercepted as they re-boarded their ships
- Passengers from 5 cruise ships from 5 cruise lines were surveyed
- These cruise ships were specifically selected to obtain an even representation of both budget and luxury cruise lines
- Respondents were given a small gift for their participation

In total, 804 completed surveys were collected.



Destination Analysts' survey team member surveying cruise ship passengers near the waterfront.

A large cruise ship, the Seven Seas Navigator, is shown from a front-three-quarter perspective, sailing on the ocean. The ship is white with multiple decks and many windows. The name "SEVEN SEAS NAVIGATOR" is visible on the side. The ship is moving towards the left. The sky is filled with large, white clouds, and the water is a deep blue-grey. The overall image has a slightly desaturated, high-contrast look.

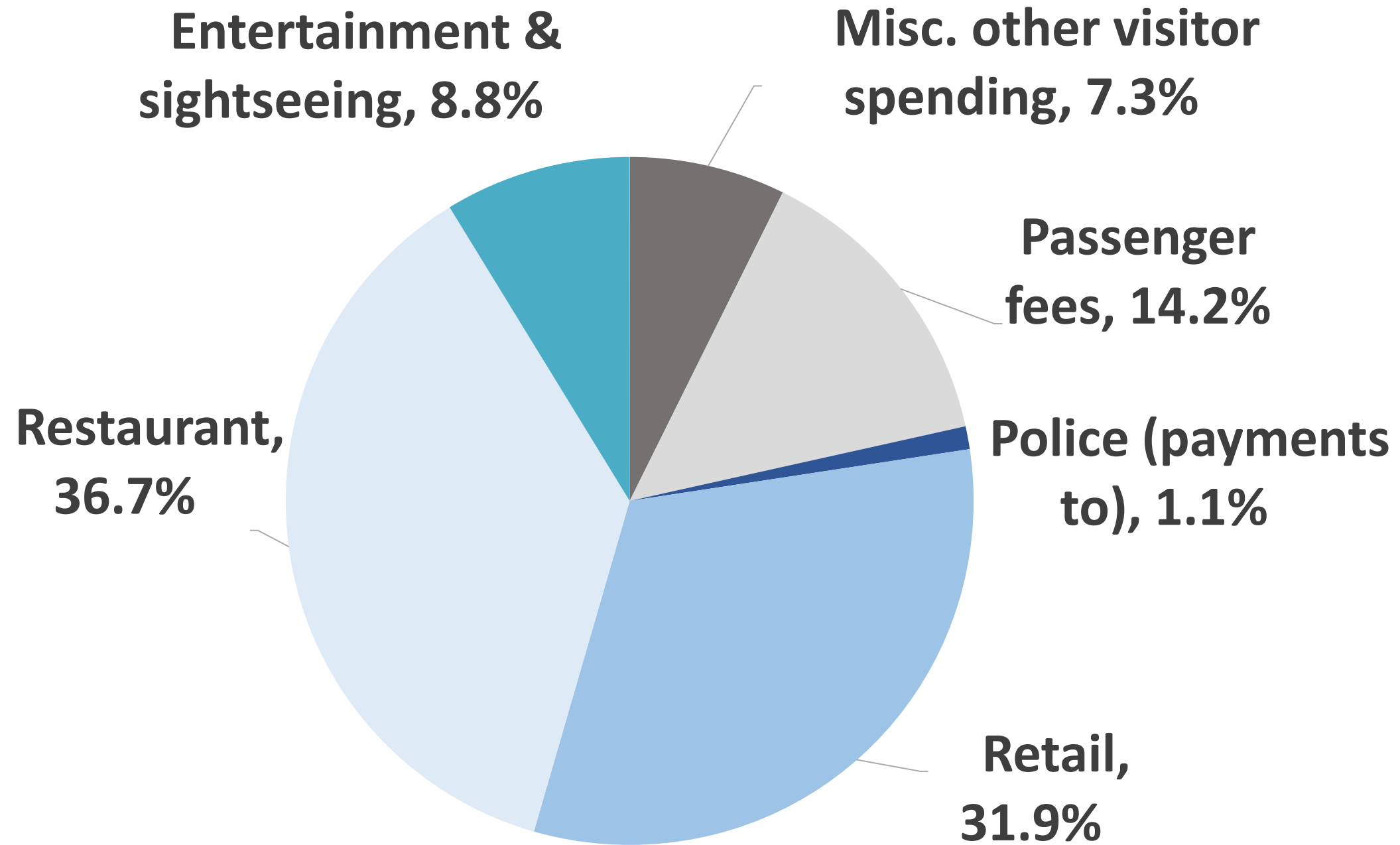
ECONOMIC IMPACT ESTIMATES

Economic Impact Estimates, Annual 2016

	2013	2016	% Change
Total Economic Impact (Annual)	\$2,426,219	\$3,908,599	61.1%
Number of Cruise Ships	21	29	38.1%
Number of Passengers	51,744	80,831	56.2%
Direct visitor spending			
Retail	\$708,047	\$1,246,573	76.1%
Restaurant	\$739,483	\$1,436,195	94.2%
Entertainment & sightseeing	\$170,775	\$342,361	100.5%
Misc. other visitor spending	\$517,599	\$286,470	-44.7%
Total	\$2,135,904	\$3,311,599	55.0%
Fiscal Impact			
Passenger fees	\$258,815	\$555,000	114.4%
Police (payments to)	\$31,500	\$42,000	33.3%
Sales taxes generated	\$21,359	\$49,674	132.6%
Total fiscal impact (city finances)	\$311,674	\$646,674	107.5%
Excursion-related Economic Activity			
Total Estimated Excursion Spending	\$435,211	\$935,956	115.1%
Leakage	-\$122,869	-\$264,240	115.1%
Excursion-related Economic Impact	\$312,342	\$671,716	115.1%



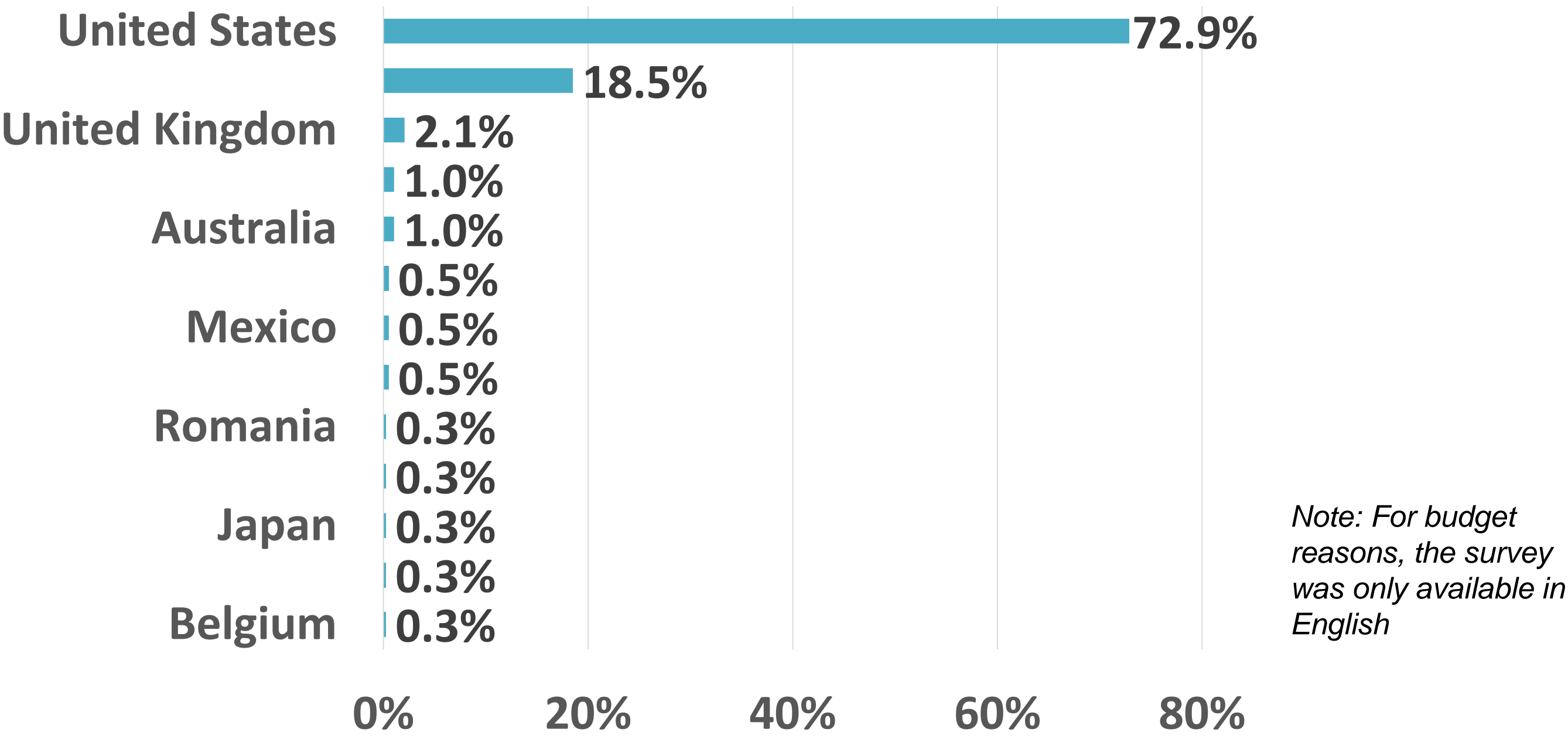
Impact by Spending Type



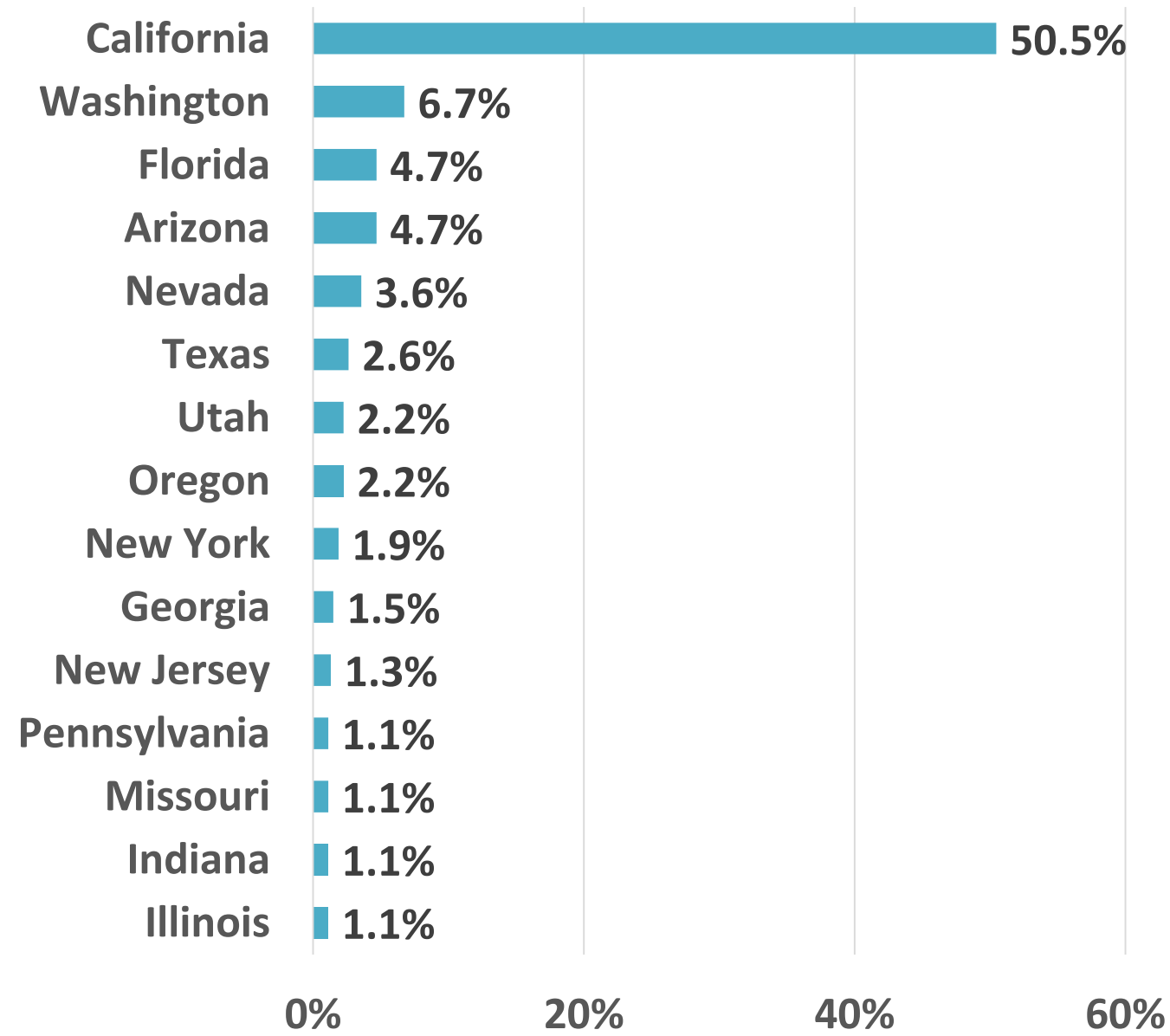
DETAILED FINDINGS



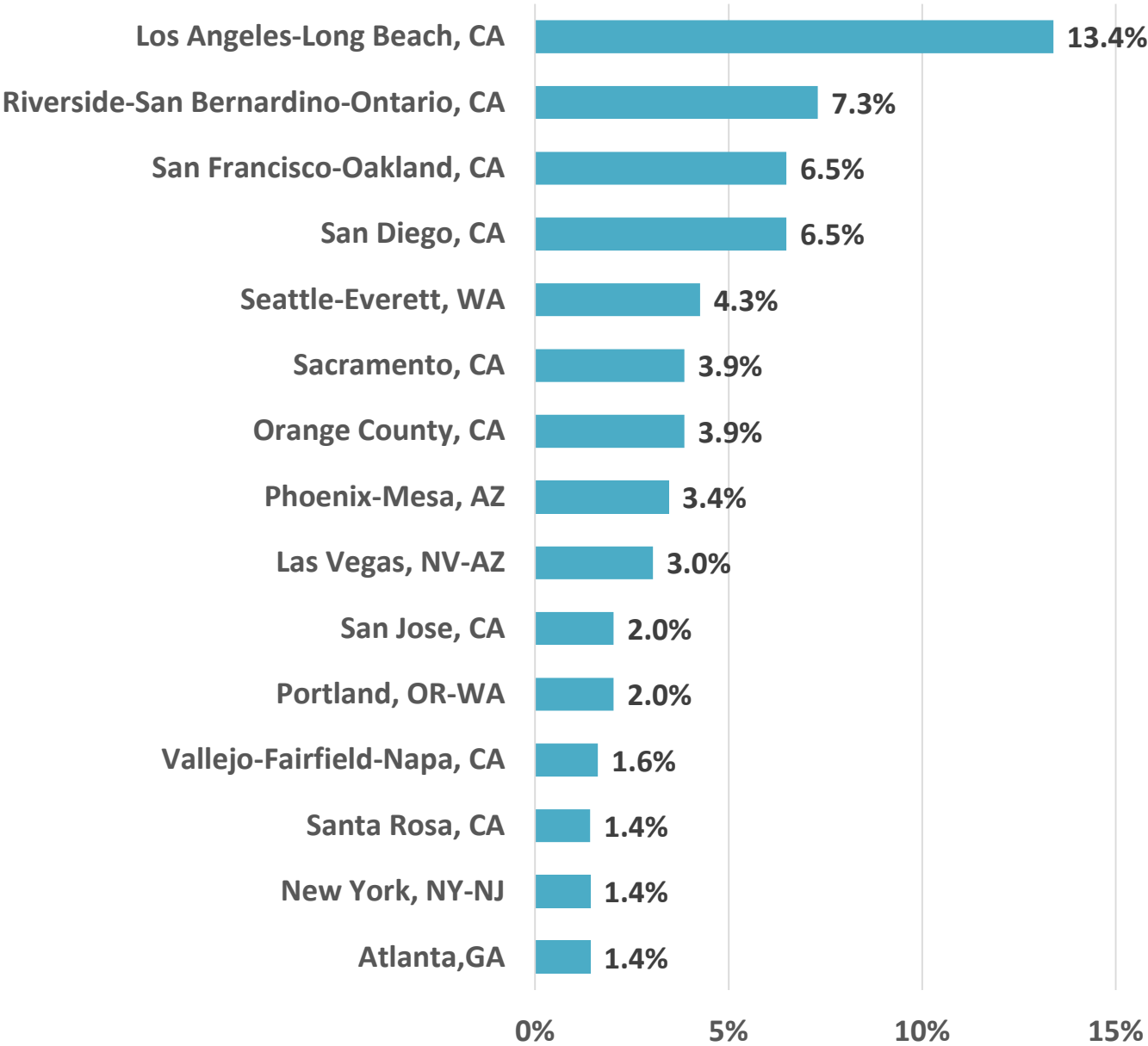
Country of Residence (Top 13)



Point of Origin: State



Point of Origin: MSA



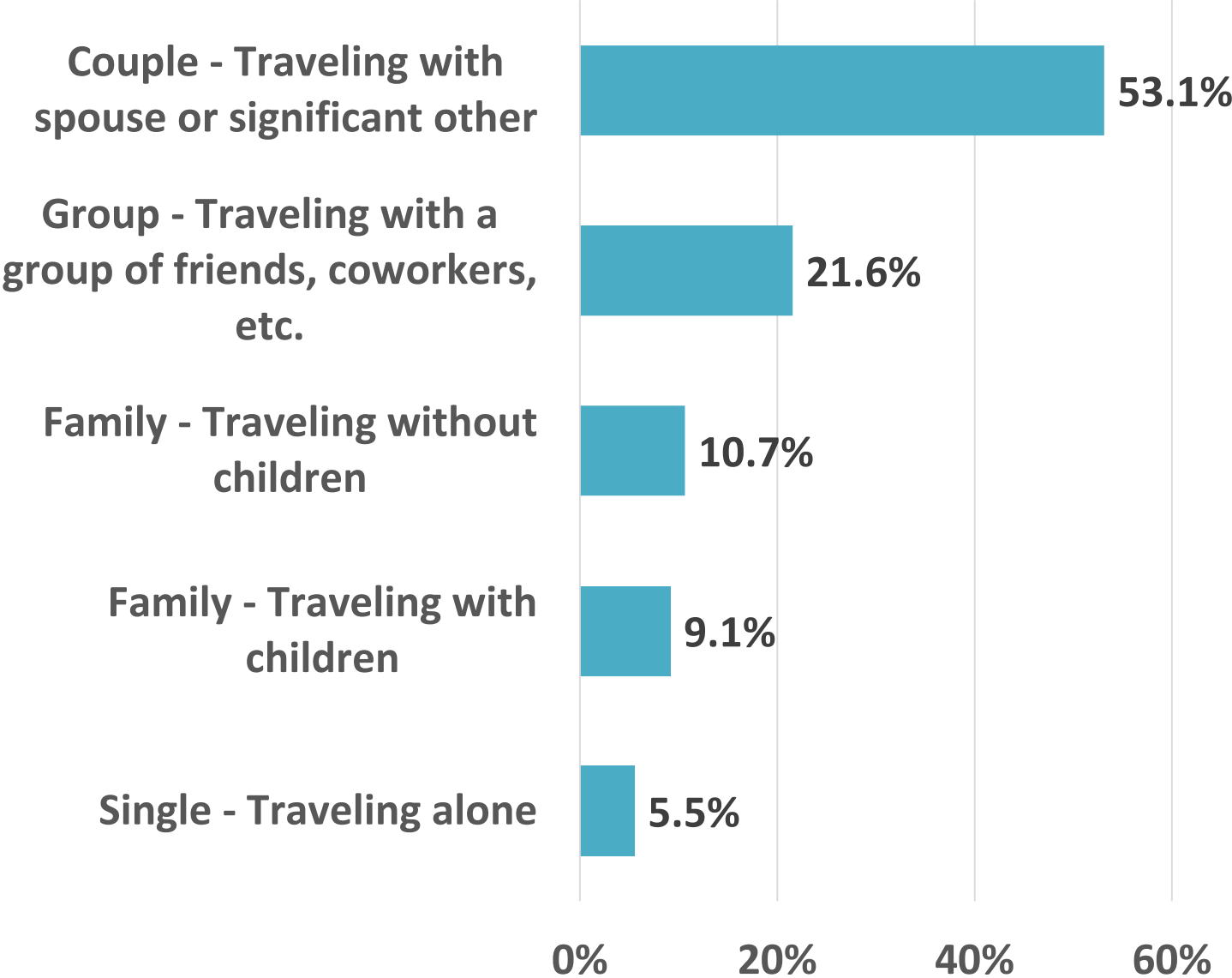
Question: What is your zip/postal code? Base: All respondents. 535 responses.

First Time Visit to Santa Barbara



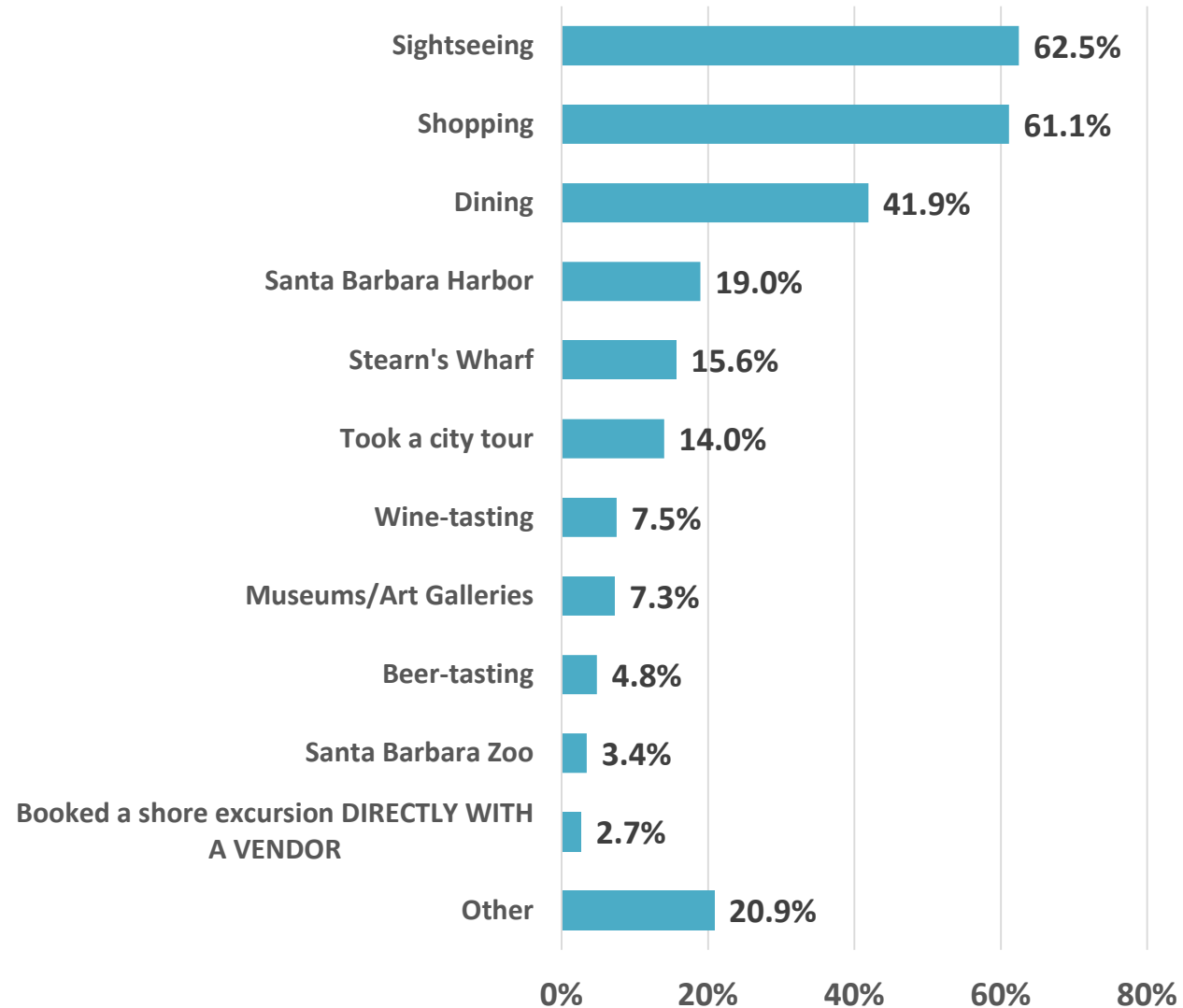
Question: Was this your first visit to Santa Barbara?
Base: All respondents. 804 responses.

Travel Party Composition



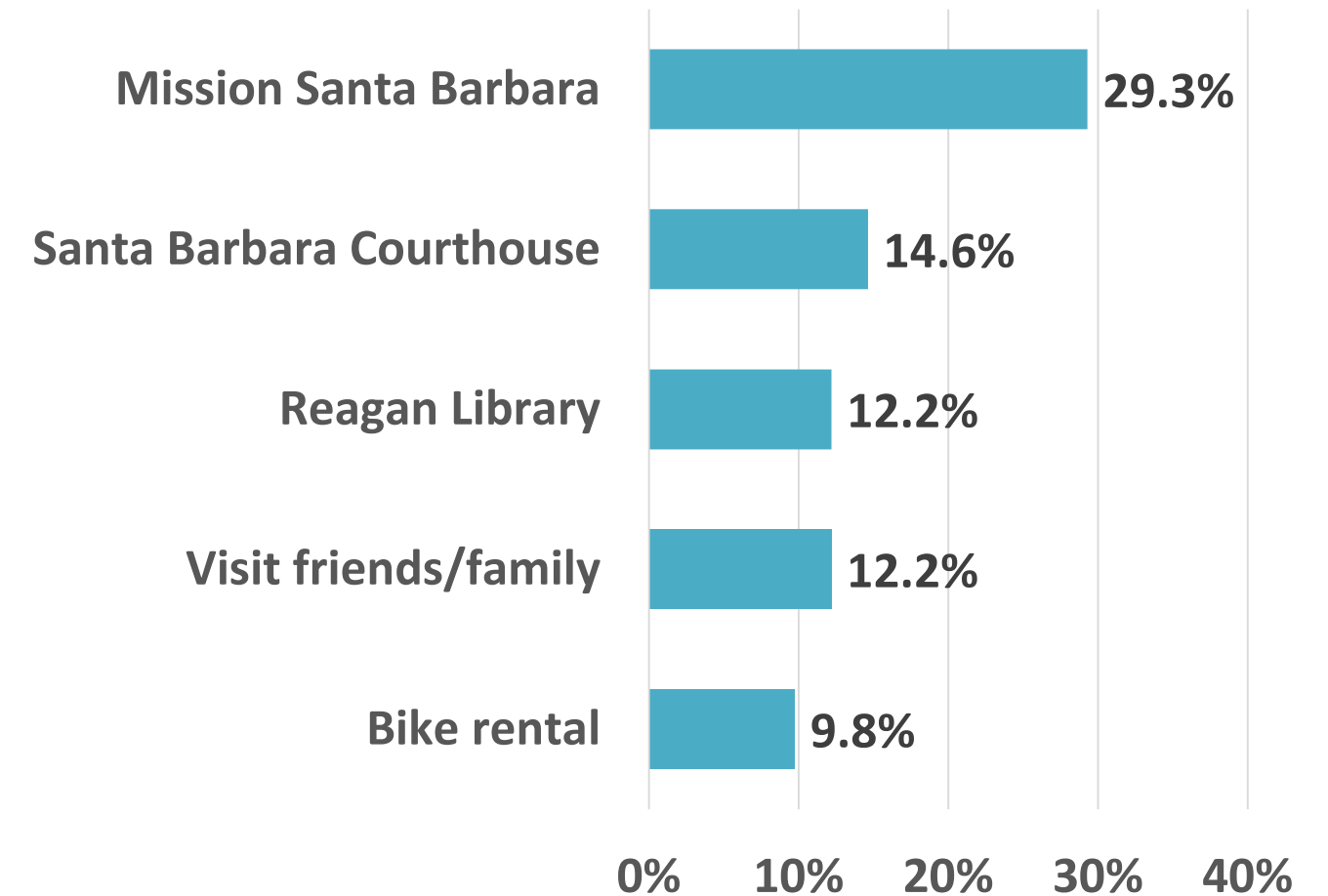
Question: Which best describes your immediate travel party? (Select one)
Base: All respondents. 804 responses.

Santa Barbara Activities



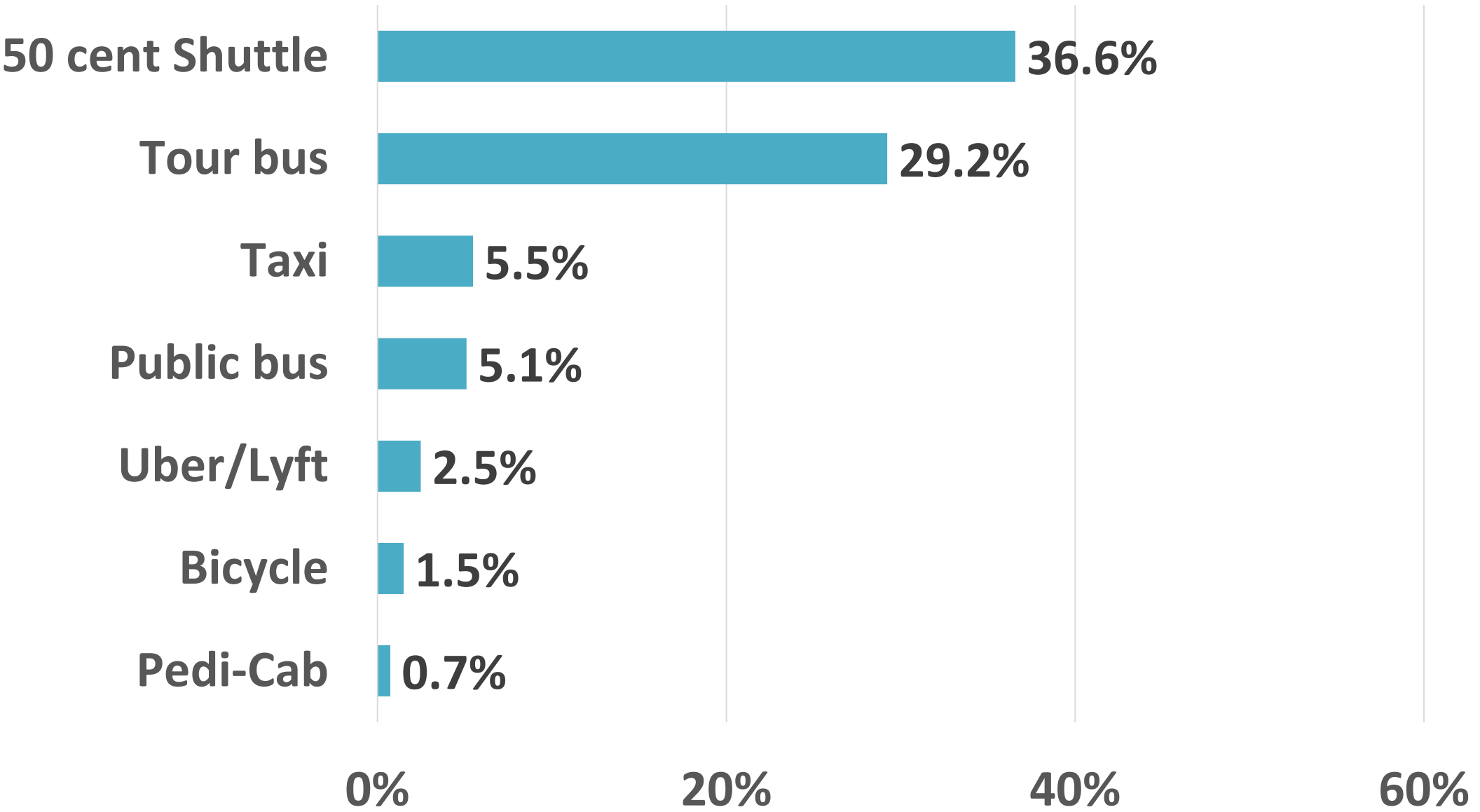
Question: If you did not go on an excursion today or if you had time before/after your excursion, what activities did you do during your visit? (Select all that apply) Base: All respondents. 786 responses.

Other Santa Barbara Activities



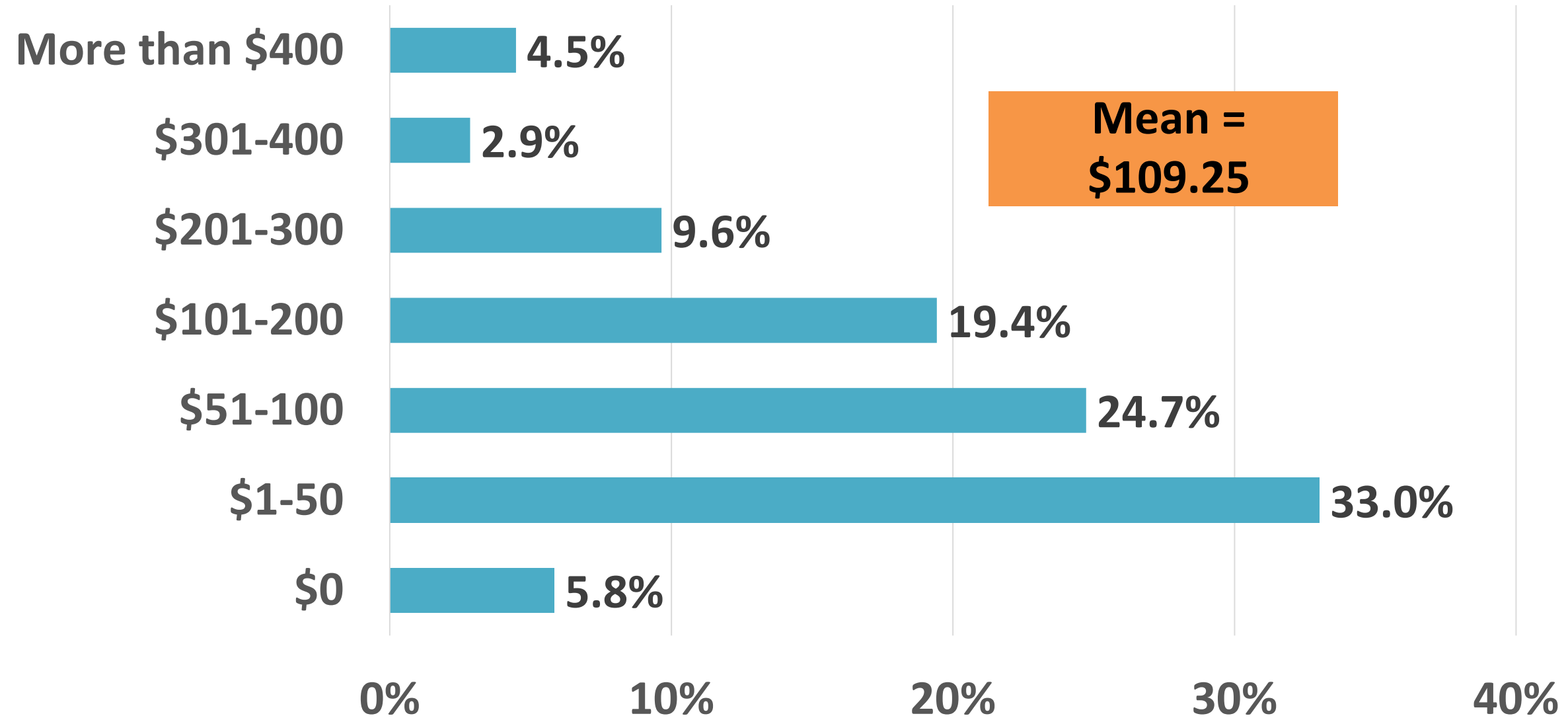
Question: If you did not go on an excursion today or if you had time before/after your excursion, what activities did you do during your visit? (Select all that apply) Base: Respondents who said they participated in "other" activities. 58 responses.

Modes of Transportation Used in Santa Barbara



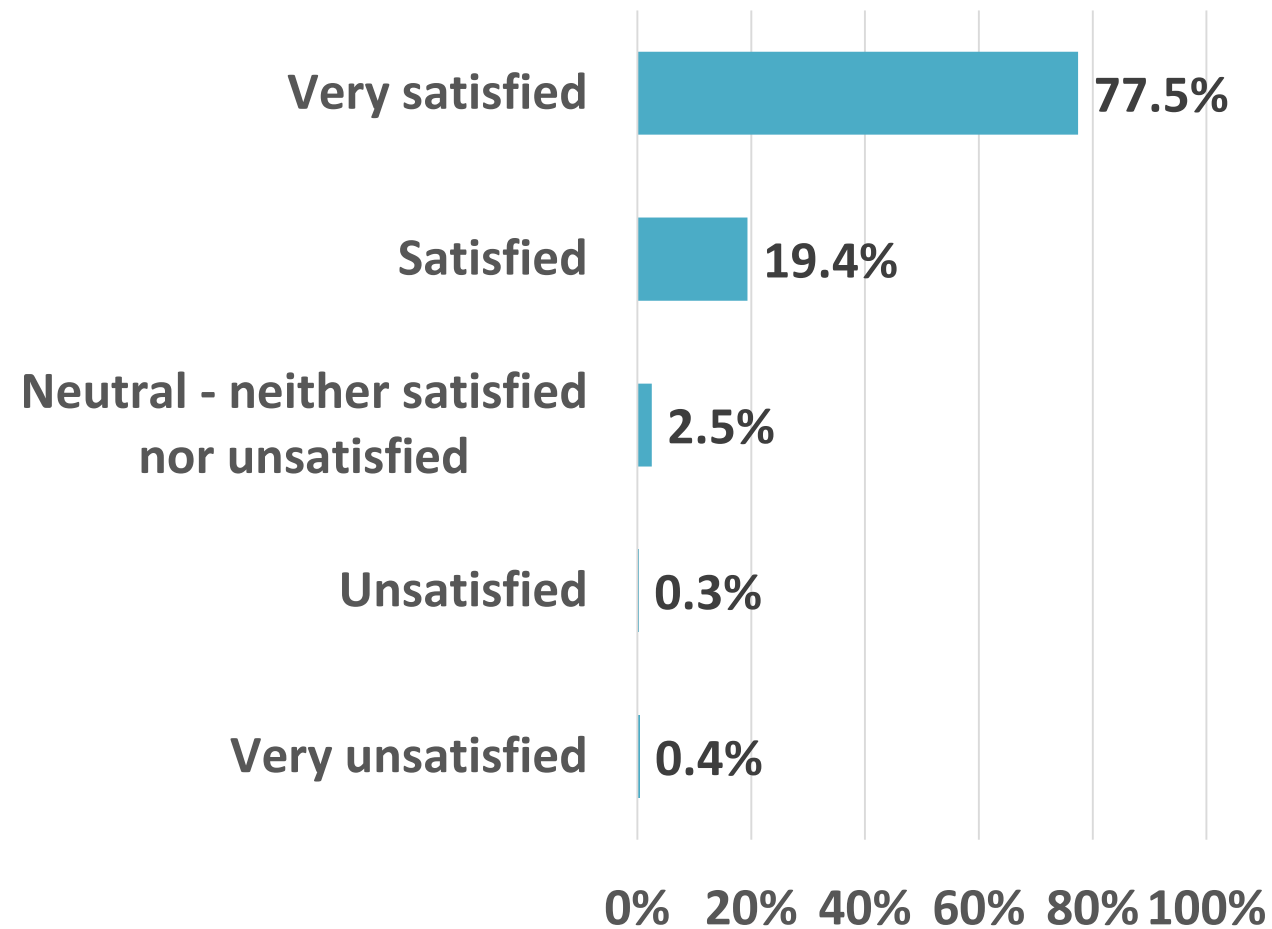
Question: Which modes of transportation did you use while in Santa Barbara?
Base: All respondents. 804 responses.

Travel Party Spending in Santa Barbara



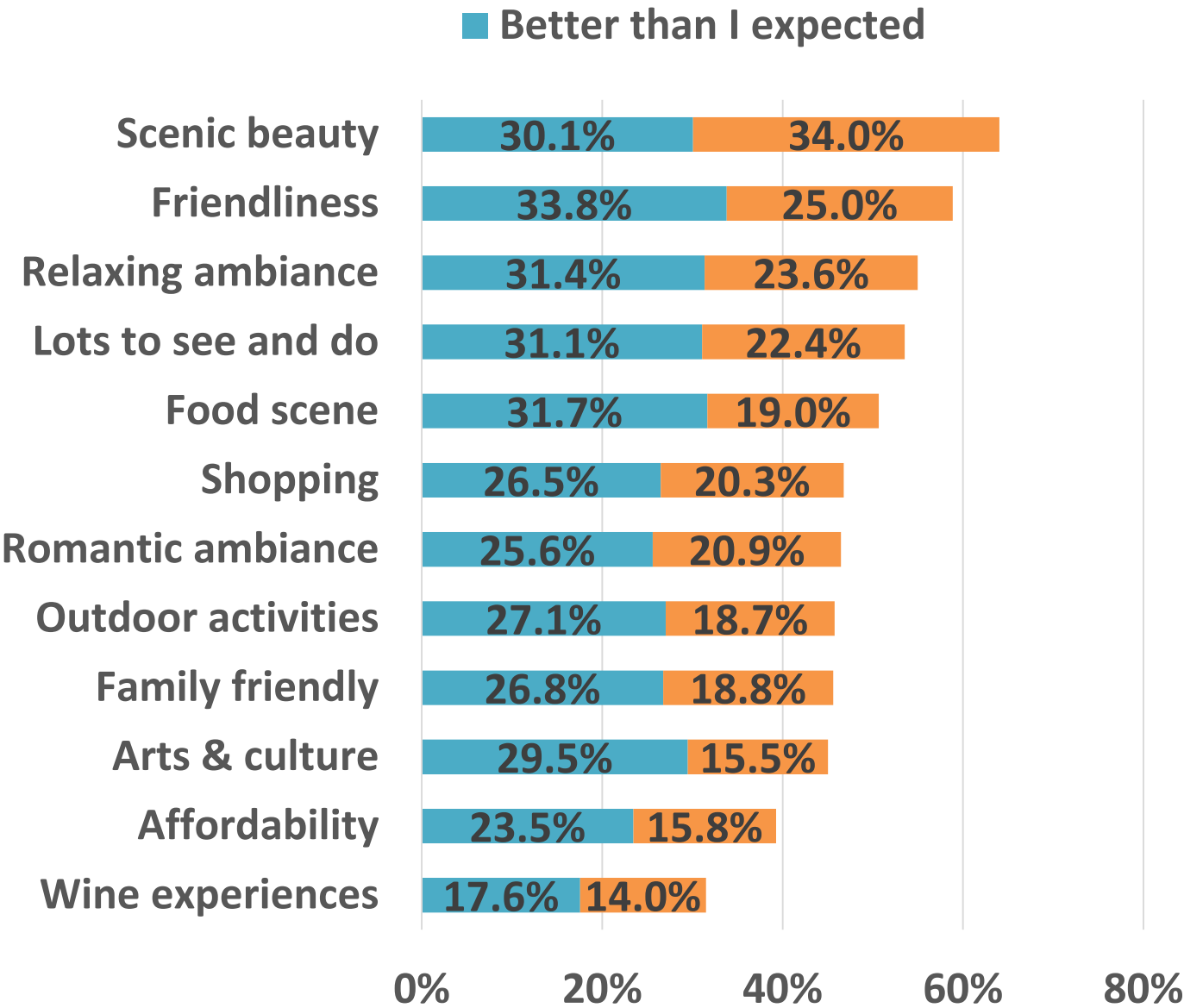
Question: Please, estimate your total expenditure during your visit here on excursions, meals and shopping if applicable. Base: All respondents. 798 responses.

Satisfaction with Santa Barbara Experience



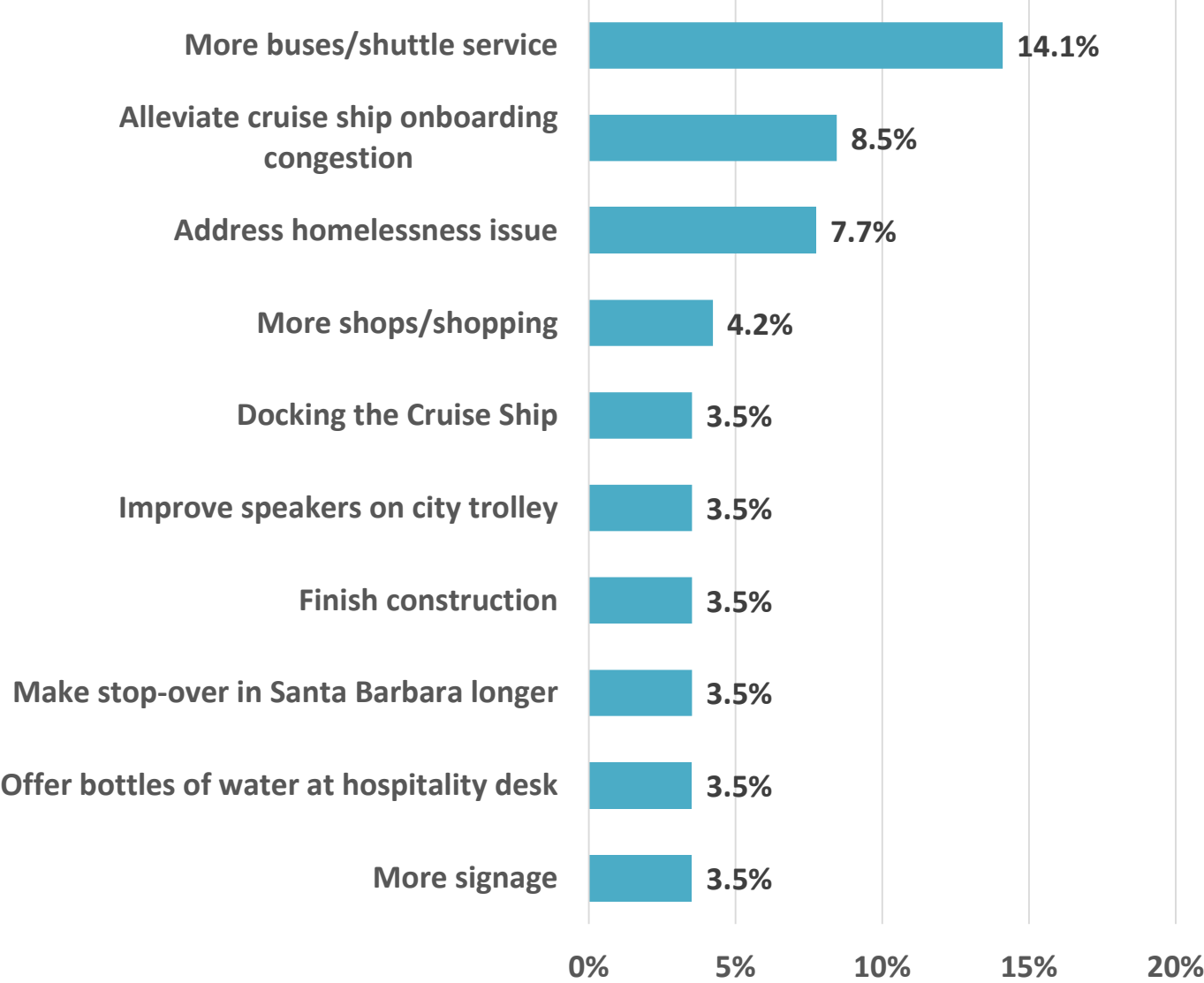
Question: How satisfied are you with your visit to Santa Barbara? (Select one)
Base: All respondents. 804 responses.

Santa Barbara Experience vs. Expectation



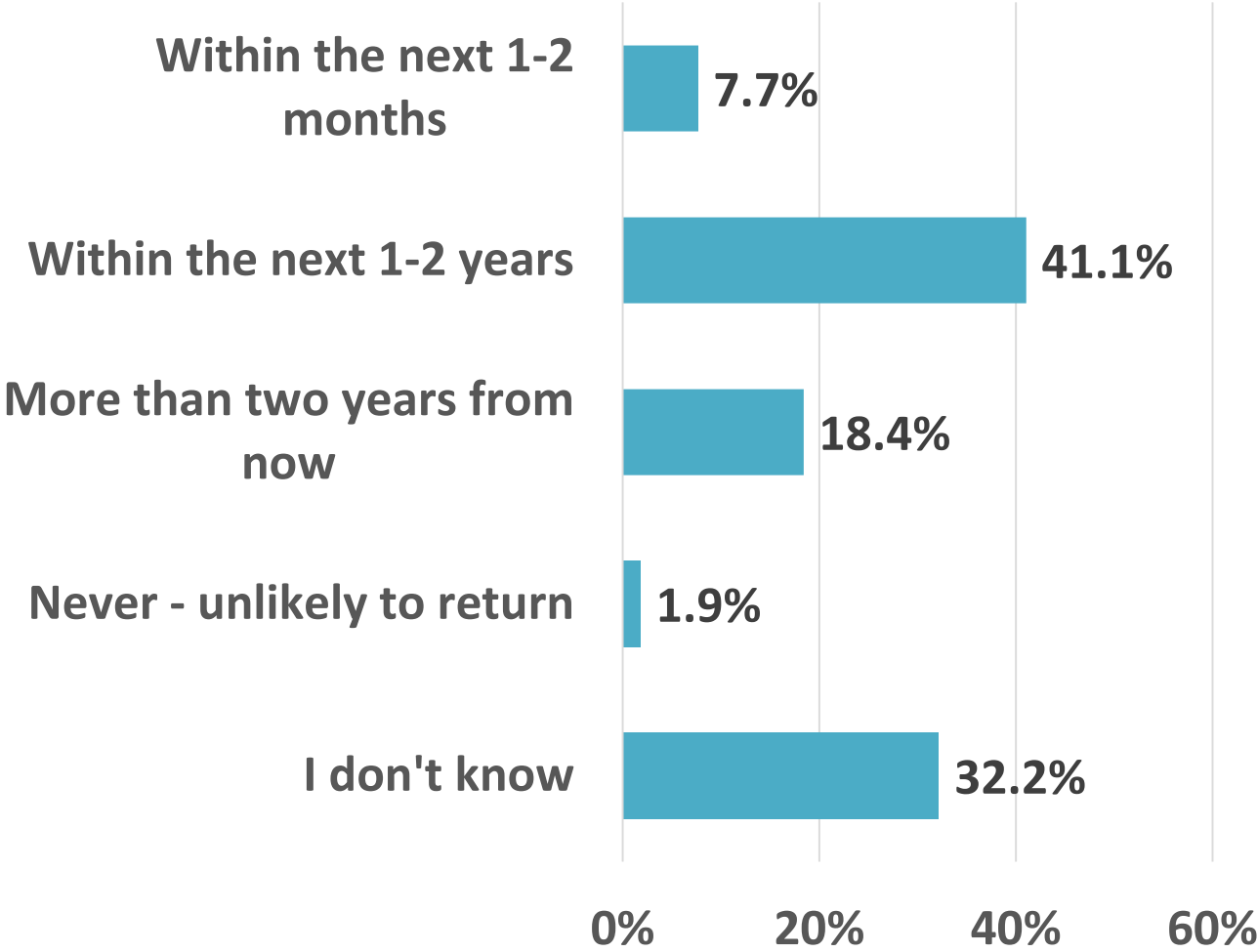
Question: Thinking about your experience on this trip, how did Santa Barbara compare to what you expected before arriving? Base: All respondents. 795 responses.

Recommendations for Improvement



Question: What recommendations for improvement do you have? Base: All respondents. 142 responses.

Next Likely Visit to Santa Barbara



Question: When are you most likely to make your next visit to Santa Barbara? (Select all that apply) Base: All respondents. 804 responses.



NEXT STEPS